

A STUDY ON WOMEN'S ECONOMIC EMPOWERMENT THROUGH CLOUD KITCHENS STARTUPS IN INDIA: A DIGITAL FOOD ENTREPRENEURSHIP PERSPECTIVE

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Abstract:

The rapid-fire growth of women food entrepreneur in India through cloud kitchen business. For cloud kitchen digital platform and app- grounded Food delivery services available. Through cloud kitchen transfigure the traditional food service convert in to online food delivery system. This metamorphosis leading as to the new enraging women lead cloud kitchens as a new innovative model, low- cost investment and new technology driven model. In this exploration paper to identify part of digital food entrepreneurship and women's profitable commission from digital foodpreneuers. this exploration paper study analyses women using digital platform. choosing online request place, and social media platforms to establish and increase scale of cloud kitchen business within minimal structure demand. enforcing mongrel system of exploration design, this study mixes of primary data collected through checks and interviews with women entrepreneurs and secondary data from assiduity reports and academic literature. The exploration paper examines crucial confines of women commission through cloud kitchen, including income generation, fiscal own independence, own decision- making power, skill development for business, and acquire social recognition. This exploration paper also high lite problem faced by women foodpreneur for cloud kitchen business like as digital knowledge and mindfulness gap, access finance from government and fiscal institution and bank, current request competition and reliance on digital platform.

Keywords: Digital entrepreneurship, cloud kitchen, Women Empowerment

1. Introduction:

Digital food entrepreneurship the fast technological advancement has importantly reshaping world-wide business terrain in food service assiduity. adding demand for food delivery and takeaway in India, online cloud kitchen presence have surfaced as one of the unique small scale business ideas for women in food and libation diligence in India. These virtual kitchens operate simply for delivery and takeaway, allowing women to concentrate culinary moxie without need of physical dine in installation.

convert their traditional kitchen in to cloud kitchen, and give the service without dine in installation, and enforcing different app base food delivery system. cloud kitchen entering food orders through online platforms and payment entering online mode. This cloud kitchen model reducing structure cost, minimize the unborn threat and motivating women toward cloud kitchen business with lower capital investment. The digitalization of food business has creating businesses occasion in the future through pall kitchen. Its benefits of women foodpreneuers created flexible, home base cuisine, new technology driven convert their cuisine skill in to marketable enterprise. In the current time digital food entrepreneurship has rearmost trends to adding women profitable commission and independence. Women foodpreneures face problems and

challenges like as limited access of capital, mobility of resource, lack of request access, impact of socio artistic, family support.

The India cloud kitchen request size was valued at USD 1,236.5 Million in 2025. Looking forward, IMARC Group estimates the request to reach USD 3,692.6 Million by 2034, flaunting a CAGR of 12.28 during 2026- 2034. South India presently dominates the request, holding a significant request share of over 35 in 2025. The rapid-fire urbanization, growing demand for online food delivery services, rising consumer preference for convenience, low functional costs compared to traditional kitchen, expanding digital ecosystem, the rise of food delivery platforms, and evolving culinary trends across metropolitan metropolises are some of the crucial factors accelerating India cloud kitchen request share.

The combination of social media marking tools, online food apps online payment system, logistic network enables to manage business from home to holding and balancing family responsibility. This cloud kitchen mongrel model of domestic skill and digital technology has expanded women's foodpreneur contributing in the frugality. Through cloud kitchen business women s generating income, creating further means, creating employment and enhancing decision making power, women cloud kitchen importantly donation

frugality commission. After covid-19 adding online food delivery services, make up cloud kitchen ecosystem and creating new openings women entrepreneurs in Cloud kitchen business.

2. Review of Literature

The concept of digital food entrepreneurship has gained significant attention in recent years due to the rapid expansion of online food delivery platforms and technology-driven business models. Cloud kitchens, also known as ghost kitchens or virtual kitchens, have emerged as an innovative model in the food service industry.

Kumar and Sharma (2021) highlighted that cloud kitchens are cost-effective food service models that operate without dine-in facilities and rely primarily on digital food delivery platforms such as Swiggy and Zomato. Their study emphasizes that cloud kitchens reduce infrastructure costs and allow small entrepreneurs to enter the food industry with limited investment.

Gupta and Singh (2022) examined the role of digital platforms in promoting women entrepreneurship. The study found that online platforms and social media marketing tools enable women to start home-based businesses and reach a wider customer base without requiring large capital investments.

According to NASSCOM (2023), the growth of the digital economy and smartphone penetration in India has significantly contributed to the expansion of online food delivery services, creating new entrepreneurial opportunities for women. The report highlights that digital platforms provide access to markets, digital payments, and logistics networks, which are essential for running cloud kitchen businesses.

Rani and Mehta (2020) studied the relationship between entrepreneurship and women's economic empowerment. Their findings indicate that entrepreneurship enhances women's income, decision-making power, and financial independence while also improving their social status in society.

IMARC Group Report (2025) states that the Indian cloud kitchen market is growing rapidly due to urbanization, changing consumer preferences, and the increasing demand for convenient food delivery services. The report predicts substantial growth in the.

3.Objective of the study

1. To understand the growth of cloud kitchen incipency by women.
2. To study the part of digital platforms in promoting women foodpreneurs for cloud kitchen.

3. To assess impact of cloud kitchen business on women's income generation fiscal independence.

4.Cloud kitchens:

Cloud kitchens sometimes called a ghost kitchen virtual kitchen; dark kitchen is a restaurant with delivery only that does not have the traditional dining-in area. Instead of welcoming patrons in a physical establishment are based on orders that are placed online via applications for food delivery such as Swiggy, Zomato, Uber Eats and their own website brands. The kitchens have been designed for efficiency, and are fitted with high-end appliances, cooking stations and areas for packaging and are all specifically made to cook and deliver food quickly and efficiently.

4.1 Dimensions Of Women's Economic Empowerment Through Cloud Kitchen.

1.Income generation

Income generation is one of the most of important dimensions women's economic empowerment through cloud kitchen. Women's ability to earn continue income entrepreneurship and employment activities. Cloud kitchen it allowing to women foodpreneurs convert cooking skills into income generation to make profit from them. Through cloud kitchen business women's using digital entrepreneurship, online food delivery apps, digital marketing,so women's entrepreneurs generate constant income and improve their family need and achieve the finical stability. This dimension it can helpful for women contribution to family expenses and achieve finical own independence.

2.fincial own independence

Women's entrepreneur has control over their earnings and financial resource without depending to any one entirely on family members. Cloud kitchen business provides opportunities to women manage their own finance and make finically independence finical decision and if she want to expand their business, she can expand business this finical independent increasing women's confidence and reducing finical Burdon.

3.Access economic resource

Women's access to economic resource refers to the availability of capital, technology new infrastructure and business support system that women can also start and run business to starting cloud kitchen business required startup or microfinance kitchen infrastructure and equipment's digital food platforms and apps for food delivery. When women gain accesses to these resources their participation in entrepreneur activities increase significantly.

4. Employment Generation

Women entrepreneurs often creating employment opportunities for others, especially for other women in their communities like as cooking assistant, delivery partners packing staff marketing support, franchise model .so women led cloud kitchen not only providing employment generation but also contributing economic contribution.

5. Decision making power

Women's economic power increasing women's decision-making power authority within household and business. when women entrepreneurs earn income through their own business, they gain greater including decision related to business. she can take decision household spending, helpful for children's education, other business investment family financial support this decision-making power it can be helpful for increasing women financial position within its own family and among society.

6. Women skill development and entrepreneurial capability.

Entrepreneurship required various skill such as business management, digital marketing, financial planning, good customer service. food quality management, to maintain good relation, day to day to business operations. skill development enhancing women entrepreneurial ability and long-term growth economic stability.

7. Increasing social status and recognition

Economic participation often leading to improved social recognition and respect in the society women earn social recognition and reward and respect in society. women entrepreneur increased confidence and self-esteem strong participation in community and society.

8. Economic security and stability

Economic empowerment provides women with financial security and ability to manage economic risks. Women earn income through cloud kitchen business to build up savings invest in family development and welfare, manage financial emergencies, improves standard of living and contributing nation's economy. That's economy outcome its helpful for overall development of women's.

4.2 Concept of Digital Food Entrepreneurship:

Digital food entrepreneurship means to food related business operating activities that utilize through online platform using to digital technology, online platforms and internet-based tools to produce, market, and deliver food products to customer. The unlike traditional cooking business, digital food entrepreneurship depends on

technology driven platforms. Like as online food delivery application Zomato, swiggy, social media marketing platforms, online digital payment, online food survey, online customer survey, mobile base food order receiving system.

This cloud kitchen business one of prominent example of digital food entrepreneurship because they operate primarily through digital ordering and also delivering food also online rather than physical dining facility.

4.3 Role of Digital Food Entrepreneurship Technology in Cloud Kitchen:

1. Online delivery platforms

Digital technology is the backbone of cloud kitchen business. its enables to entrepreneurs to run food business efficiently without investing in expansive restaurant infrastructure. Different food delivery apps they allow to cloud kitchen women's owner to connect to directly with customers to receiving online orders and delivering foods. Swiggy, Zomato, UberEATS, Eatsure, Magicpin.

2. Social Media Marketing

Social media platform like as Instagram, WhatsApp, Facebook, YouTube it can helpful for women entrepreneurs to promoting their food, products, attract customer, and build brand recognition.

3. Digital payment system

Women's using online payment system for cloud kitchen business, online payment system like as UPI, Mobile wallets, and Internet Banking enable easy and secure all business financial transaction.

4. Customer tracking, feedback and rating

Digital platform provides rating and review systems that help to women's entrepreneurs understand customer preference and improve service quality.

5. Research Methodology:

The study has been largely based on secondary data. Researcher use Quantitative data for this research. using secondary data like as Google, Multiple Articles, Government Report, Books, Journal, Website. Research Design for this study follows a descriptive and exploratory research design to understand the relationship between cloud kitchen startups and women's economic empowerment. Sampling Technique uses a convenience sampling method to select women entrepreneurs who are involved in cloud kitchen businesses. Sources of Data Research journals, Government reports, Industry reports, Books and academic articles, Online databases and website

sector, which can create employment opportunities and support small entrepreneurs.

6. Findings of the study

Based on the analysis of the study, the following major findings are identified:

1. Cloud kitchens provide low-investment business opportunities for women entrepreneurs compared to traditional restaurants.
2. Digital platforms such as Swiggy, Zomato, and social media play an important role in promoting women-led cloud kitchen businesses.
3. Women entrepreneurs are able to generate regular income through cloud kitchen operations.
4. Cloud kitchen businesses help women achieve financial independence and decision-making power within their families.
5. Many women entrepreneurs start cloud kitchens from home kitchens, which helps them balance family responsibilities and business activities.
6. Digital marketing and social media promotion significantly increase the customer reach of cloud kitchen businesses.
7. Women entrepreneurs face challenges such as:
 - a. Limited access to finance
 - b. Lack of digital literacy
 - c. High competition in online food delivery platforms
 - d. Dependence on third-party delivery apps
8. Cloud kitchen startups contribute to employment generation by hiring kitchen assistants, packaging staff, and delivery workers.

7. Suggestions

- Government support programs should be strengthened to provide financial assistance and startup funding for women entrepreneurs in the cloud kitchen sector.
- Government and private organization conduct Training programs on digital skills and digital marketing should be conducted to improve women entrepreneurs' ability to use online platforms effectively.
- Financial institutions and banks should provide easy access to microfinance and startup loans for women-led cloud kitchen businesses.
- Women entrepreneurs should focus on brand building and social media marketing to increase visibility and customer engagement.
- Collaboration with online food delivery platforms can help women entrepreneurs expand their market reach.

- Establishing women entrepreneur support networks and mentorship programs can encourage more women to enter the digital food entrepreneurship sector.
- Government and private organizations should promote skill development programs in food processing, packaging, and business management for women.

8. Conclusion:

This research paper study concludes that cloud kitchen startup business is emerging as an important avenue for women's economic empowerment in India. This digital transformation of the food industry as creating new opportunities for women entrepreneurs to enter the market with relatively low investment business and flexible working condition. This cloud kitchen business allows to women entrepreneurs to start food business from home kitchen spaces with reducing the need for expensive restaurant infrastructure. Using online platforms digital platform, different food delivery application and social media marketing, women can reach large customer base and generating sustainable income.

Cloud kitchens allow women to start food businesses from home or small kitchen spaces, reducing the need for expensive restaurant infrastructure. Through the use of digital platforms, food delivery applications, and social media marketing, women entrepreneurs can reach a large customer base and generate sustainable income. Overall, this research paper highlights that cloud kitchen and digital food entrepreneurship presenting completing pathway for women's economic empowerment in the sense of India's prominently growth in the digital economy.

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